

**BARRIO LOGAN COMMUNITY PLAN UPDATE  
ECONOMICS RESEARCH ASSOCIATES  
SUMMARY OF ECONOMIC CONSULTANT SCOPE OF WORK**

**I. Long Term Real Estate Demand Analysis**

ERA to prepare long-term (2010-2030) forecast of demand for different land uses for the Barrio Logan Planning Area based upon regional economic trends and competitive position of Barrio Logan for each land use.

1. Market rate residential
2. Office commercial
3. Retail commercial
4. Industrial including R&D, manufacturing and distribution

**II. Development of Alternative Land Use Plans**

ERA contributes to the shaping of land use alternatives prepared by MIG.

**Deliverable # 1: Market Analysis and Alternative Land Use Plans Memorandum Report - submitted in November of 2008 - summary attached**

**III. Economic Impact Analysis of Alternatives**

ERA will estimate the economic impact of land use plan alternatives prepared by MIG

1. Direct employment
2. Estimated Barrio Logan employment
3. Wages of those jobs
4. Induced and indirect jobs through the multiplier effect
5. Gross regional product

**Deliverable # 2: Economic Impact Analysis Memorandum - Awaiting Instructions to Proceed**

**IV. Socio Economic Impacts**

ERA will evaluate the socioeconomic impact of the land use alternatives prepared by MIG

1. Establish baseline conditions
2. New employment and income for Barrio Logan residents
3. Displacement of residents and businesses
4. Environmental considerations
5. Ranking of alternatives in terms of socioeconomic impact

**Deliverable # 3: Socioeconomic Impact Analysis Memorandum - Awaiting Instructions to Proceed**

**V. Impact to Public Facilities Financing Plan**

ERA will review the impact of the land use alternatives on the Barrio Logan Public Facilities Financing Plan

1. Receive input on new public facilities requirements of the alternatives
2. Review impact on financing sources

**Deliverable # 4: Impact to the Public Facilities Financing Plan Memorandum - Awaiting Instructions to Proceed**

**V. Fiscal Impact Analysis of Preferred Alternative**

ERA will evaluate the municipal cost versus revenue impact of the preferred alternative on the City of San Diego

1. Interview key department heads
2. Develop cost v revenue model
3. Apply fiscal model to the preferred alternative

**Deliverable # 5: Fiscal Impact Analysis Memorandum - Awaiting Selection of Preferred Alternative**

**VI. Financial Feasibility Testing**

ERA test the financial feasibility of five key development sites within Barrio Logan

1. Identify the sites with City staff
2. Secure concept plan and development program from City or MIG
3. Prepare pro forma analysis of five sites - maximum of two alternatives per site

**VIII. Prepare Final Report**

**IX. Attend Workshops and Public Hearings**

**Table I-1**  
**ESTIMATED DEMAND IN BARRIO LOGAN FOR MARKET RATE DEVELOPMENT**

	2011-2020		2021-2030		Total 2011-2030	
	Low	High	Low	High	Low	High
<b>Office Demand</b>						
Gross SF	75,000	125,000	196,000	280,000	271,000	405,000
Estimated Acreage	2	4	4	5	6	9
<b>Housing Demand (Market Rate)</b>						
Number of Units	510	630	900	1,100	1,410	1,730
Estimated Acreage	12	14	19	23	30	37
<b>Hotel Demand</b>						
Units	136	160	308	350	444	510
Estimated Acreage	3	4	6	7	9	11
<b>Retail &amp; Restaurant Demand</b>						
Gross SF	44,550	56,650	81,800	102,000	126,350	158,650
Estimated Acreage	3	3	4	5	6	8
<b>Total Acreage for New Demand</b>	<b>19</b>	<b>25</b>	<b>32</b>	<b>40</b>	<b>52</b>	<b>65</b>

Source: Estiamted by Economics Research Associates